

# Case Study



Leading high-street jeweller solve their Click & Reserve conundrum using **tradeit**.

**F.HINDS**  
— JEWELLERS SINCE 1856 —



Established in 1856, F.Hinds are an independent, family owned chain of UK jewellers with over 115 branches in England and Wales. Having traded online since 1996, they have always been at the forefront of UK retailing and understand the importance of continually improving their service, particularly online.

## Project Highlights



### Click & Reserve

Advanced Click & Reserve service with movement of stock between stores and warehouse, controlled & calculated in tradeit.



### Store locator

Built-in store locator with postcode lookup and individual store details like opening hours and range of services available at each.



### Rich imagery

Products brought to life through enhanced imagery, zoom and 360 degree rotation to give customers a perfect look of things before they buy.



### Advanced filtering

Highly sophisticated search tools and faceted navigation to help users find exactly what they are looking for, quickly and easily.



### Stock checker

Integrated store stock checker means the quantity of stock at each store can be checked based on nearest location.



### Seamless checkout

New and improved checkout process specifically designed to increase conversions and reduce the bounce rate.



### Multiple sites

Multiple brand sites running from a single back office for simple management.



### Promotions

Sophisticated promotions capabilities including new offer types built exclusively for the new site.



### Search

Elasticsearch configuration drives significant improvements to both the speed and accuracy of search results.

# Project Overview

F.Hinds have constantly evolved their ecommerce offering during the last 14 years with Red Technology, but wanted to look at the wider picture of merging their online presence and physical stores through the implementation of omni-channel functionality, whilst also improving their online checkout process alongside it. Key to their requirements was significant improvements to their Click & Reserve service, both from their own perspective and more importantly, that of their customers.



Despite the obvious advantages of having over 115 retail stores, the distribution and movement of their stock makes the fulfilment of online orders more tricky than for many other retailers. Not all products are held at a central warehouse due to the high value of many items, and the fact that sitting in a warehouse means they are not in front of customers, who usually prefer to see and touch them in store anyway. Many purchases are one-offs like engagement and wedding rings, or gift items, so holding vast stocks doesn't make commercial sense. This means some online orders may well be pulled from one of their physical stores if they are not available for delivery from their central warehouse, but this brings complications.

If an item is only available in a few stores, one of them needs to be sent back to the warehouse and redistributed to the customer's nearest store for collection, or be delivered by post. Due to the time and cost of doing this, that service is only available on items over £50, so some items may only be available for collection from certain stores and not available for delivery at all. This also affects the availability of items for collection with those in stock being ready to collect in 2 hours. Due to the limitations of their EPoS system, this entire piece of functionality had to be delivered using tradeit. In spite of this complexity, the website also needed to deliver the smoothest possible customer experience ensuring that accurate information regarding the stock and availability of products across their website and stores was provided to customers in almost real time. The project has been a huge success.



*A change of EPoS system presented the opportunity to update the site. Rather than do the mere basics we presented Red with the challenge to pretty much start from scratch, reinventing what Click & Reserve can be and really embracing omni-channel retailing. We've a positive ROI on all of the work within six months so people are pretty happy around here at the moment.*

**Ecommerce Manager, F.Hinds**

## Project Integrations

Cybertill

CyberSource<sup>®</sup>  
A Visa Solution

Klarna.



elasticsearch

REVIEWS

Google  
Tag Manager

tangiblee

Call us

01865 880 800

Email us

info@redtechnology.com

Visit us online

www.redtechnology.com